



ASP.NET Hosting

Your Customers Want It — Are You Ready?

Every day, millions of professional developers are creating advanced applications and Web sites. The number of hobbyist developers continues to grow as well. Building a developer channel offers a prime opportunity to grow your Web hosting business. To do so, you must attract developers by marketing offers that feature the technologies they demand. Developers want Microsoft® ASP.NET because it combines unprecedented productivity with benchmark performance, reliability, and ease of deployment.

Are you ready to seize this opportunity? Microsoft can help you launch ASP.NET hosting and show you how to tap into this fast-growing market.

Leverage Microsoft's Market Momentum

Developers want ASP.NET. Microsoft can help you get ready to give it to them. ASP.NET offers what developers want: an easy programming model, flexible language options, rich class framework, easy migration, and XML Web services. ASP.NET also offers great tool support, including Microsoft Visual Studio® .NET, which adds the productivity and power of Visual Basic®-style development to the Web. Hobbyist developers looking for an easy, cost-free way to start learning and building ASP.NET applications can use ASP.NET Web Matrix, Microsoft SQL Server™ 2000 Desktop Engine (MSDE), and the ASP.NET Starter Kits.

Microsoft is working with developers across the world to promote the adoption of ASP.NET. By teaming with Microsoft to host Windows Server™ 2003 and ASP.NET, you tap into our powerful market momentum.

Do More With Less

What if you could cut costs by consolidating servers and improve security, reliability, manageability, and performance at the same time? You can — with Microsoft Windows Server 2003 with Internet Information Services (IIS) 6.0. The new fault-tolerant architecture significantly increases the reliability of your Web server infrastructure. It also helps to ensure that one application's failure doesn't cause other applications or the server to fail. Kernel-mode caching enables you to host more applications on one server. Microsoft internal testing of ASP.NET hosted on Windows Server 2003 showed performance increases of up to 165 percent and server usage decreases of 50 to 90 percent over IIS 5.0. In addition to improved performance and reliability, Windows Server 2003

Sign Me Up!

Are you ready to start reaping the benefits of hosting Windows Server 2003 and ASP.NET? Would you like to be updated on the latest technical seminars, webcasts, documentation, newsgroups, and forums designed to promote best practices for ASP.NET hosting? It's easy — sign up at www.asp.net/hosters/join.

To enroll, participants agree to do the following:

- Deploy Windows Server 2003, SQL Server or MSDE 2000, and the .NET Framework version 1.1.
- Announce availability of ASP.NET hosting and data hosting (SQL Server or MSDE) on your Web site (include the statements "ASP.NET hosting available" and "SQL Server/MSDE database hosting available," or include these products in a list of supported technologies).

For more information about ASP.NET hosting, send e-mail to asphost@microsoft.com, or visit www.asp.net/hosters.

introduces Web Edition, a competitively priced Web server. The Windows Server 2003 family helps you do more with less by providing a dependable server infrastructure that improves on the fundamentals — security, reliability, manageability, and performance — while reducing administrative costs.

Drive Revenue and Customer Satisfaction

Satisfied customers and new offerings mean more average revenue per user, more profits, and less churn. ASP.NET offers the ideal framework to upsell hardware, software, pre-built components and templates, and services to existing customers. As developers learn to use the full power of ASP.NET, they may need to add additional memory or disk space, upgrade from Microsoft Access or MSDE to SQL Server, or consider using more of your value-added services. In addition, with the increased dependability of Windows Server 2003 and ASP.NET, you can offer higher-value service level agreements, potentially generating higher revenues.

ASP.NET makes everybody happy. Your customers get one of the most secure and reliable platforms on the market. And your revenue goes up.